



May 29, 2015

To: Executive Board

Subject: **Potential Relocation for the West Covina Transit Store**

Recommendation

Authorize the Executive Director to seek an alternative location for the West Covina Transit Store.

Analysis

Foothill Transit's West Covina Transit Store relocated to its current location on the second floor of the Foothill Transit administrative building on Vincent Avenue when the administrative offices moved in 2007. In its former location the Transit Store was very conveniently located immediately adjacent to stops served by several of Foothill Transit's highest ridership lines including the Silver Streak and Line 480 and it was also very close to the Eastland Center where a number of other Foothill Transit lines connect. At that time sales volume at the West Covina Transit Store was among the highest of all Transit Stores – second only to the El Monte Transit Store.

Since the move of the Store in 2007, there has been a very noticeable decline in both sales volume and walk-in traffic at the West Covina Transit Store, and that decline has continued through the current fiscal year. Fiscal year to date, the West Covina Transit Store has experienced a 10.6 percent decline in sales compared to an increase of one percent in sales experienced at all other Transit Stores. Additionally, initial estimates indicate an 11.2 percent reduction in walk-in traffic numbers for the fiscal year to date. This number has been normalized to account for some inconsistencies of the people counters in recent months.

To increase store visibility and provide more convenient access for Foothill Transit customers, the current West Covina Transit Store located on the second floor of the administrative building is proposed to be moved to a more convenient location.

The area chosen for the new West Covina Transit Store should be convenient and easily accessible by customers, possibly in a retail area that has high foot traffic for increased visibility, with favorable lease terms and rent. Some preliminary locations that have been identified for the new West Covina Transit Store are the West Covina Parkway Plaza or the mall at Plaza West Covina. These two potential areas are located in close vicinity to the



intersection of West Covina Parkway and California Avenue, which is one of our busiest transfer points.

Should the West Covina Transit Store be relocated, the space that currently houses the Store at our administrative offices will be remodeled and repurposed. This will likely include relocating the reception area to achieve maximum utilization for the space on the second floor.

Pending approval of this recommendation, staff will research the two potential locations and return to the Executive Board with a recommended location and detailed cost information. In addition, staff will evaluate the layout of the second floor of the administration building and options for repurposing the current space.

In 2014, Foothill Transit expanded and remodeled the Transit Store at the Puente Hills Mall. Based on the actual dollars spent for the remodel, the preliminary estimate for remodel for West Covina at the West Covina Parkway Plaza is:

West Covina Transit Store at the West Covina Parkway Plaza - ESTIMATE	1,600 SF	2,300 SF
Architectural and Engineering	\$113,968	\$163,829
Permitting	1,000	1,500
Construction	670,160	963,355
Capital Cost subtotal	\$785,128	\$1,128,684
Monthly Rent	4,560	6,785
CAM, Taxes, Marketing	1,040	1,495
Operating Cost subtotal	\$5,600	\$8,280

2nd Floor Admin Remodel - ESTIMATE	
Architectural and Engineering	\$88,125
Furnishings	50,000
Permitting	2,000
Construction	655,500
Capital Cost	\$795,625



The preliminary cost for a Transit Store to be located in the Mall is under development but will be evaluated with the project team, but as a point of reference, the current monthly rent (including CAM) at Puente Hills Transit Store is \$5.33 per SF.

Budget Impact

Foothill Transit's Fiscal Year 2015-2016 Business Plan includes funding for a West Covina Transit Store and second floor administrative building remodel.

Sincerely,


Sharlane R. Bailey
Director of Facilities


Doran J. Barnes
Executive Director